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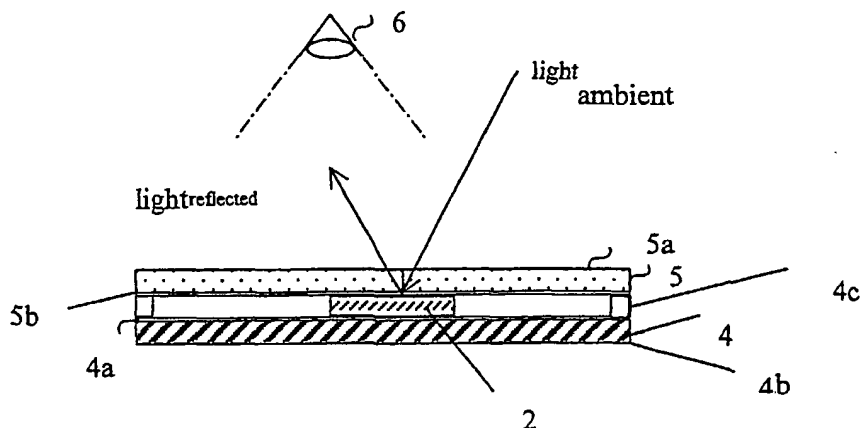
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(54) Title: TRANSFLECTIVE DISPLAY



(57) **Abstract:** A display unit and a portable electronic device comprising the same is disclosed, whereby the display unit provides two modes of operation, that combines peak performance of an emissive display with a transfective ability to be read without back-lighting. In this way a brilliant display with saturated colours and high luminance, and a display that in strong sunlight is still possible to be read is provided. The display unit comprises a display layer (5), at least a reflector (2), a colour filter layer (4), and a backlight.

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